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Attorneys for Defendant  
Encyclopaedia Britannica, Inc.

**UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK**

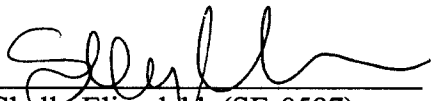
-----X  
ELSEVIER INC., :  
  
Plaintiff, : 08 Civ. 5482 (GBD)  
  
-against- : **NOTICE OF APPEARANCE**  
  
ENCYCLOPAEDIA BRITANNICA, INC., :  
  
Defendant. :  
-----X

PLEASE TAKE NOTICE that Loeb & Loeb LLP hereby appears for and on  
behalf of defendant Encyclopaedia Britannica, Inc. in the above-captioned action, and  
demands that service of all papers and notice herein be served upon:

Shelly Elimelekh, Esq.  
Loeb & Loeb LLP  
345 Park Avenue  
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Dated: New York, New York  
June 27, 2008

LOEB & LOEB LLP

By:   
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